Communication
IS
Rocket Science:

Developing and sustaining evidence based, formal and informal communication strategies focused on improving student outcomes in the context of VTSS

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Last Month: The Great George Batsche

- Integrating Academics and Behavior: The time for VTSS is now!

- Effective and Powerful Instruction

- Problem Solving

3 Fs + 1 S + Data + PD=
Effective & Powerful Instruction

- **Frequency** and duration of meeting in small groups-everyday, etc.

- **Focus** of instruction (*the What*)-work in vocabulary, phonics, comprehension, etc.

- **Format** of lesson (*the How*)-determining the lesson structure and the level of scaffolding, modeling, explicitness, etc.

- **Size** of instructional group-3, 6, or 8 students, etc.

- Use **data** to help determine the 3 Fs and 1 S (*the Why*)

- Provide **professional development** in the use of data and in the 3 Fs and 1 S

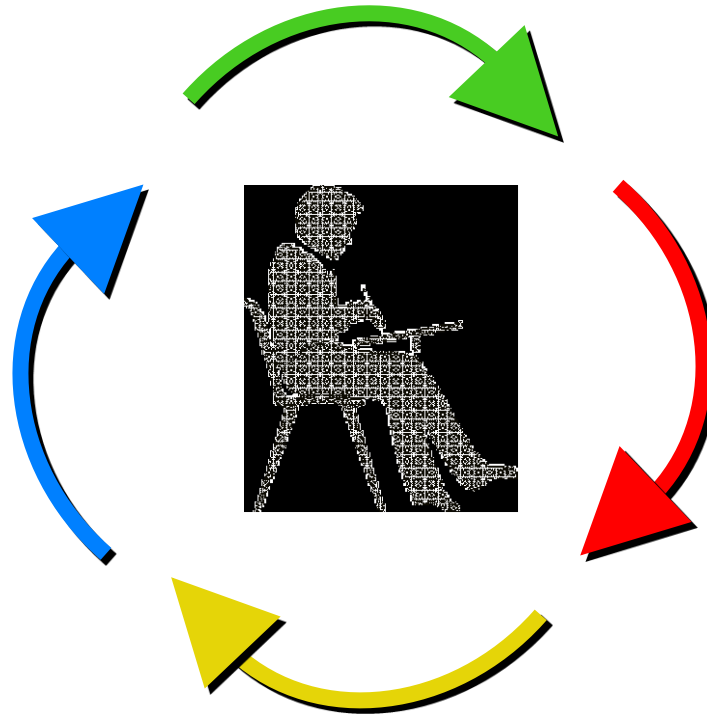*Batsche, 2012*

Problem Solving Process
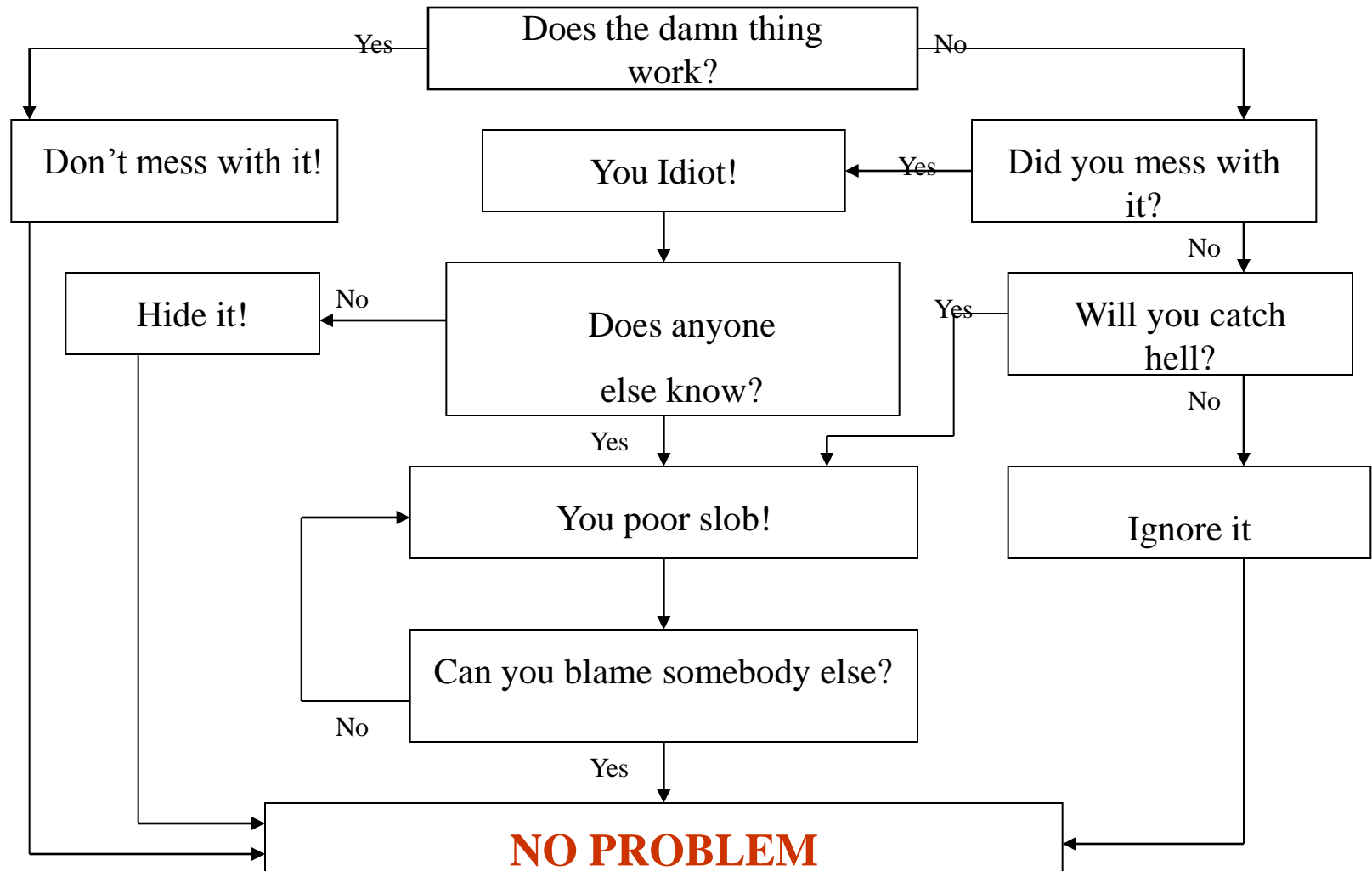
Problem Solving Process

Define the Problem
Defining Problem/Directly Measuring Behavior

Evaluate
Response to
Intervention (RtI)

Problem Analysis
Validating Problem
Ident Variables that
Contribute to Problem
Develop Plan

Implement Plan
Implement As Intended
Progress Monitor
Modify as Necessary

Batsche, 2006

Special Ed Re-invented:
THE moral imperative realized!

"Good news—I hear the paradigm is shifting."

I really love being with you all and thinking beyond ourselves.
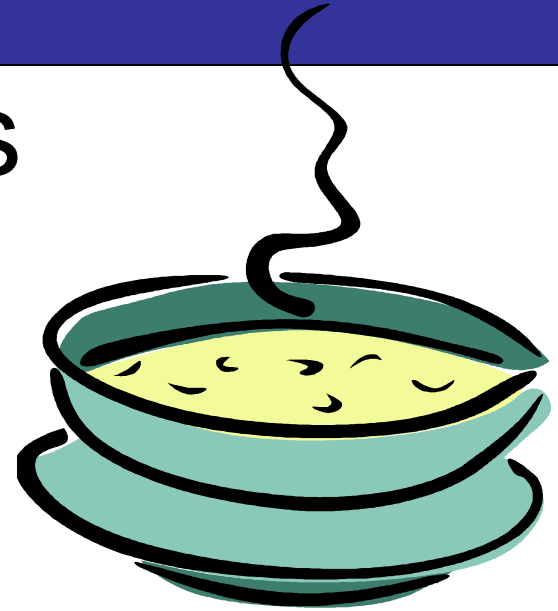
Diane Bassett, 2012

The way to get good ideas is to get lots of ideas and throw the bad ones away.

*Linus Pauling, American chemist in Bridges, 1991*

True Grits

In the kitchen, I fix some grits without no seasoning, and put them baby marshmallows on top. I toast the whole thing to make it a little crunchy. Then I garnish it with a cut-up strawberry. That's all a grit is, a vehicle. For whatever it is you'd rather be eating.
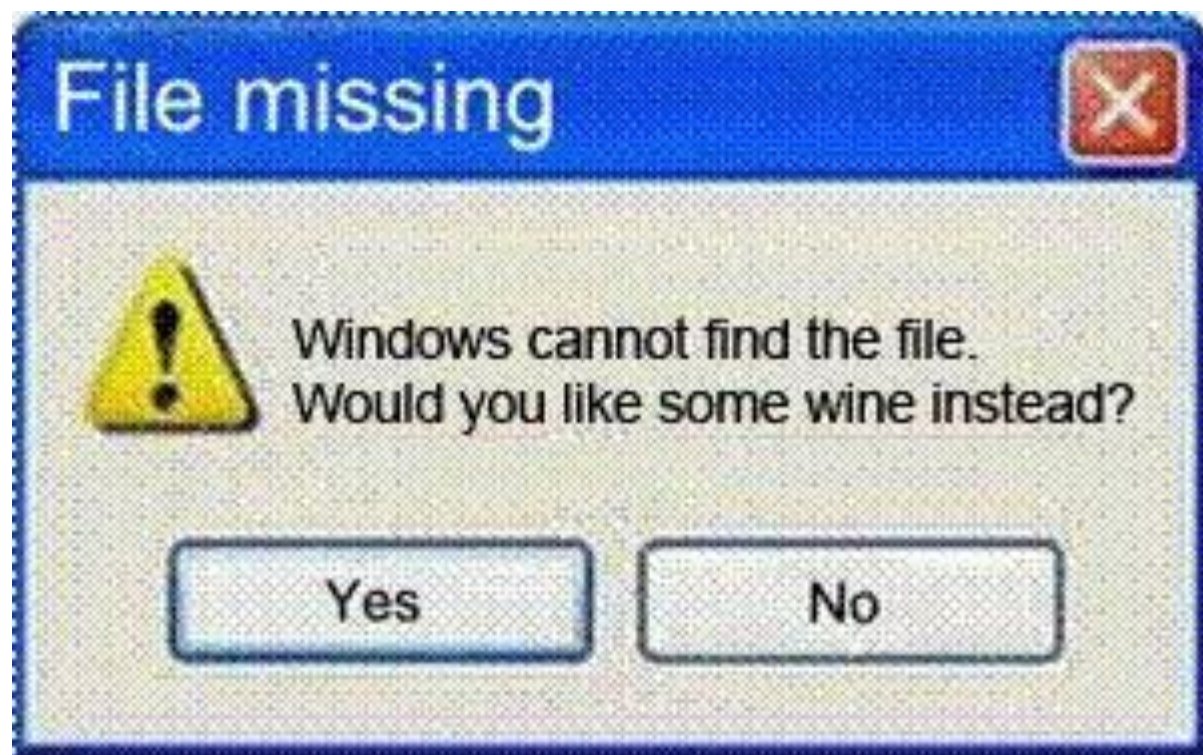
The Help (Kathryn Stockett) 2009

Life is tough.

Even a pat on the back isn't necessarily a good thing.
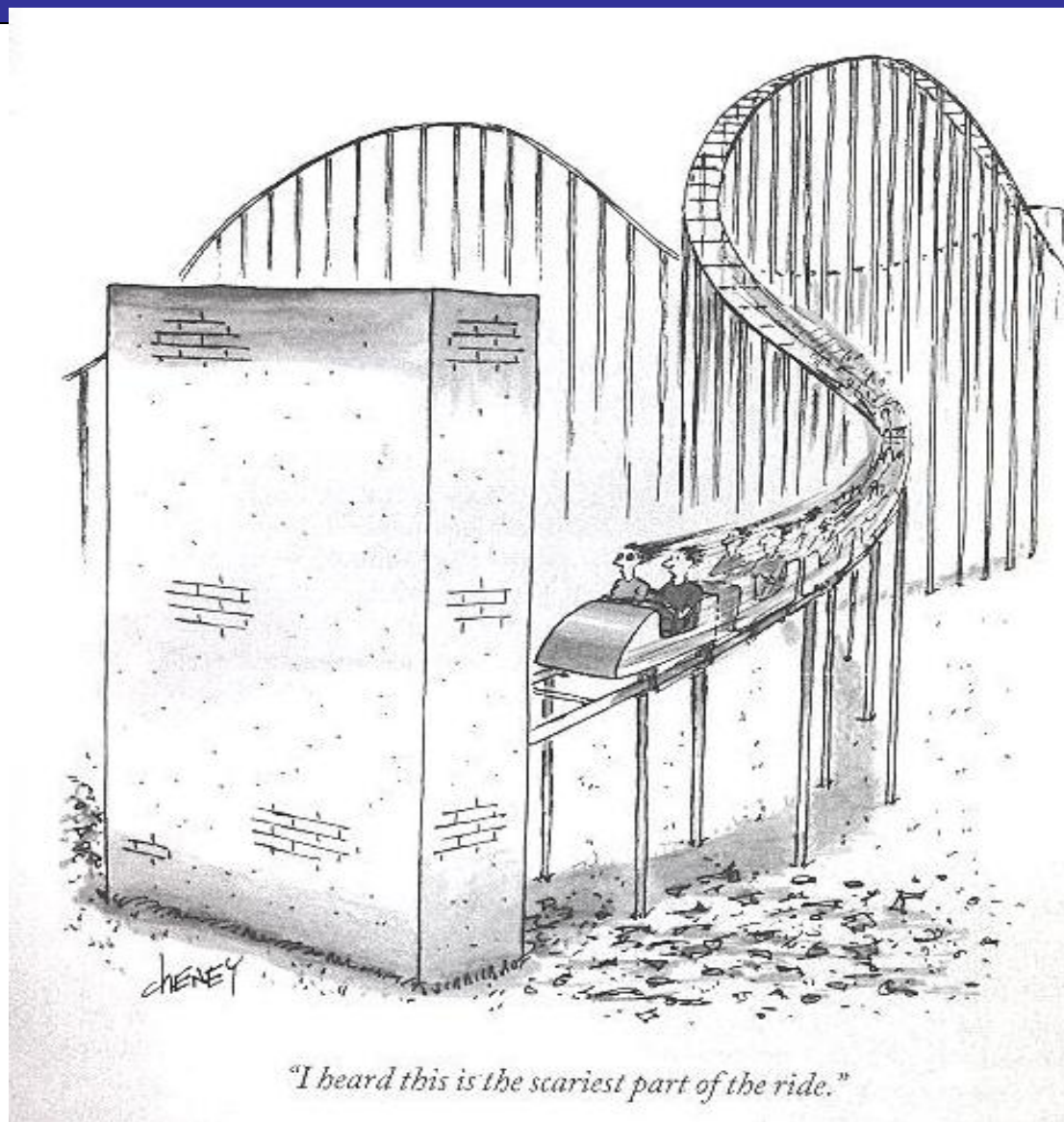
"I heard this is the scariest part of the ride."

The ability to make the complicated simple is an indicator of genius.

Albert Einstein

Everyday I make an effort to go toward what I don't understand.

Yo Yo Ma, 2011

Life is difficult.

…Once we truly know that life is difficult-once we truly understand and accept it-then life is no longer difficult. Because once it is accepted, the fact that life is difficult no longer matters.

Life is a series of problems.

Do we want to moan about them or solve them? Do we want to teach our children to solve them?

Scott Peck, The Road Less Traveled

Change

is

Learning

Fullan, 1993

Communication **during** Implementation

Put directly, communication during implementation is far more important than communication prior to implementation.

Fullan, 2010

The Truth

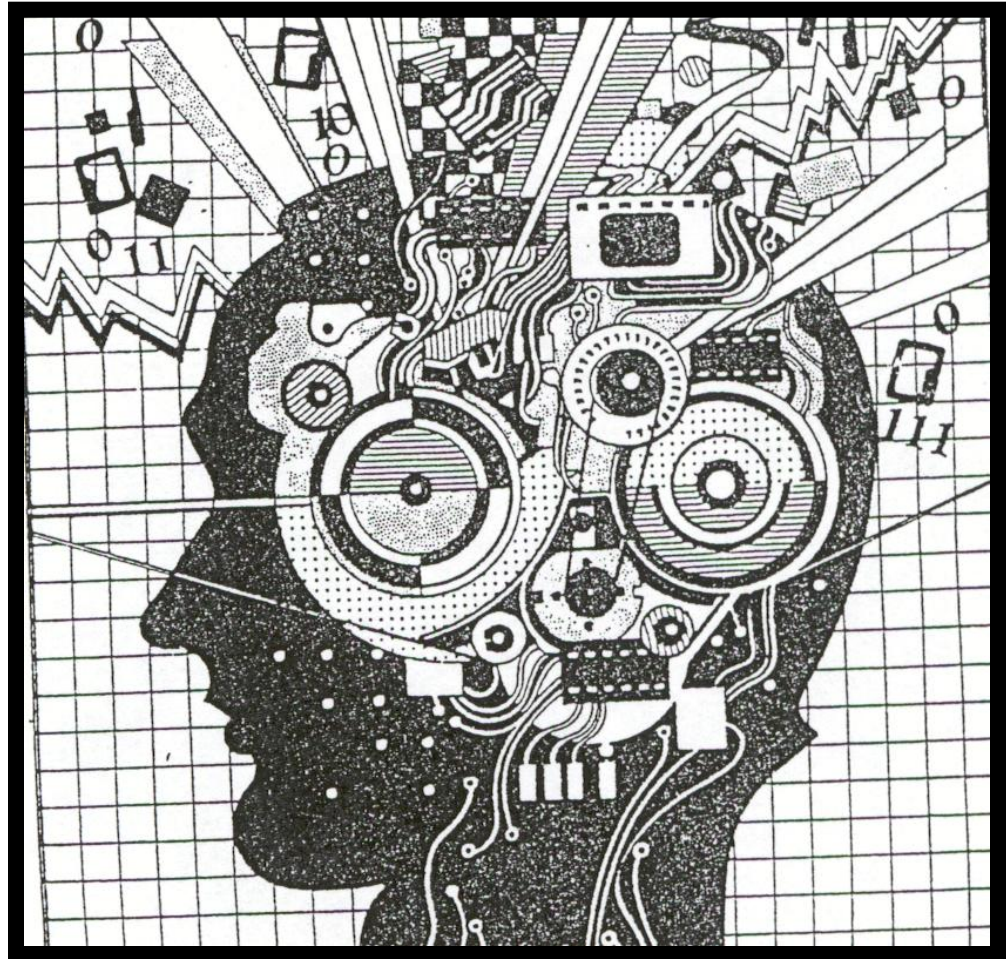# Every organization is perfectly aligned for the results it gets.

Everyone shares responsibility for problems generated by a system.

Senge, 1990

ODYSSEY, Pepsi to Apple…a Journey of Adventure, Ideas, and the Future

"The Best way to predict the future is to invent it."

John Sculley, 1987

Principle-centered living is not an end in itself. It's the means *and* the end. It's the quality of our travel along life's road. It's the power and peace we experience each day as we accomplish what matters most.

In a principle-centered life, the journey and destination are one.

Covey, Merrill, & Merrill, 1994

"…Freedom is in danger of degenerating into mere arbitrariness unless it is lived in terms of responsibleness.

That is why *I recommend that the Statue of liberty on the East Coast be supplemented by the Statue of Responsibility on the West Coast.*"

Viktor E. Frankl
Man's Search for Meaning,

The Speed of Trust

As my son says, "There is nothing as fast as the speed of trust." It's faster that anything you can think about. It's faster than the internet, for when trust is present, mistakes are forgiven and forgotten. Trust is the glue of life. It is the glue that holds organizations, cultures and relationships together.

Covey, 2004

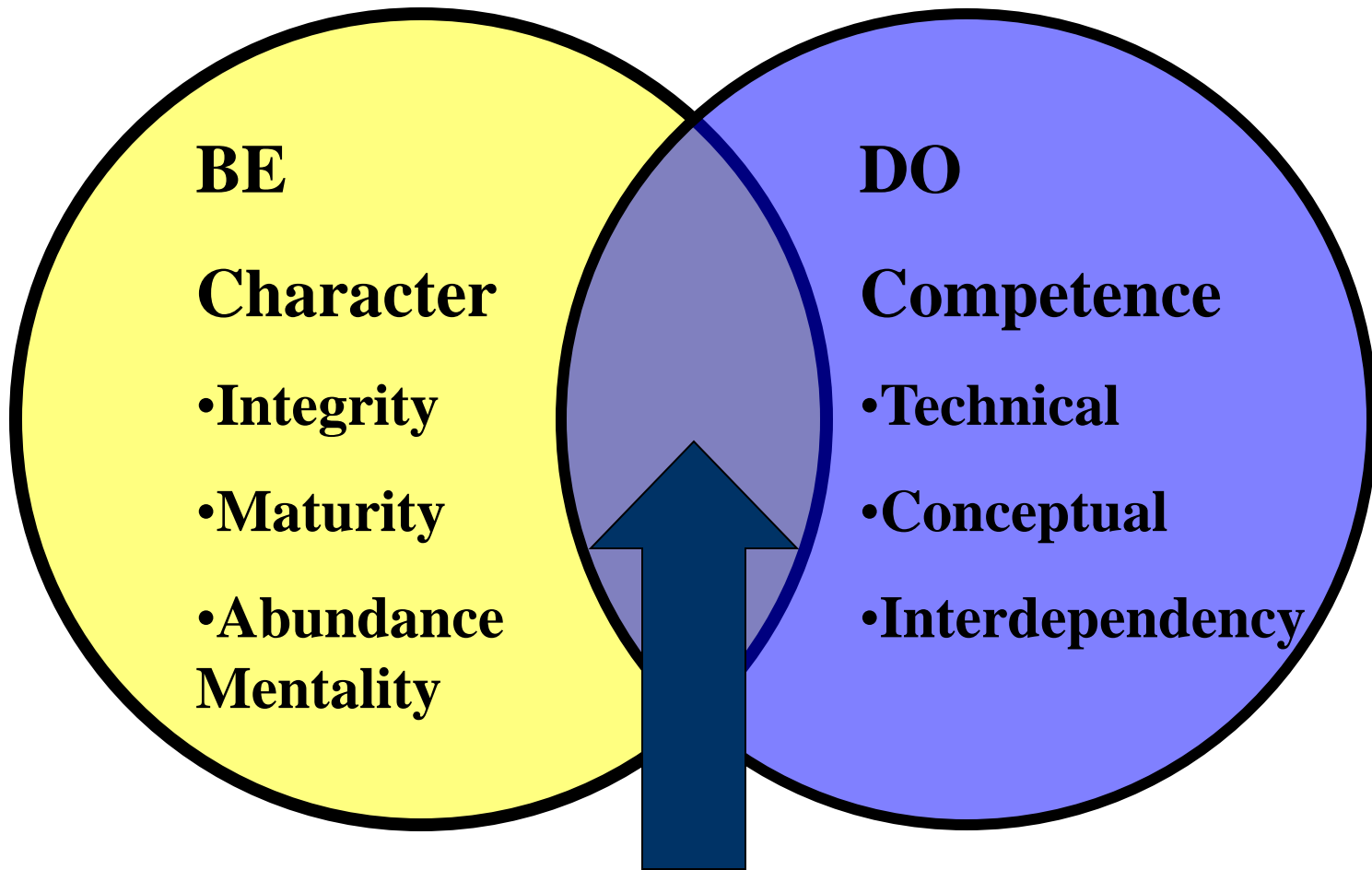# Myths and Realities of Trust

MYTH	REALITY
Trust is soft.	Trust is hard, real, and quantifiable. It measurably affects both speed and cost.
Trust is slow.	Nothing is as fast as the speed of trust.
Trust is built solely on integrity.	Trust is a function of both character (which includes integrity) and competence.
You either have trust of you don't.	Trust can be both created and destroyed.
Once lost, trust cannot be restored.	Though difficult, in most cases lost trust can be restored.
You can't teach trust.	Trust can be effectively taught and learned, and it can become a leverageable, strategic advantage.
Trusting people is too risky.	Not trusting people is a greater risk.
Trust is established one person at a time.	Establishing trust with the one establishes trust with the many.

Covey, 2006

"If you think the problem is ***out there***, that very thought ***is*** the problem."

Stephen R. Covey, 2006

Trustworthiness

BE

Character

- **Integrity**
- **Maturity**
- **Abundance Mentality**

DO

Competence

- **Technical**
- **Conceptual**
- **Interdependency**

Judgment

1993 *Covey Leadership Center, Inc.*

Character and competence are both necessary. Character is a constant; it is necessary for trust in any circumstance.

Competence is situational; it depends on what the circumstance requires.

Covey, 2006

The 13 Behaviors

Flow initially from Character:
1. Talk Straight
2. Demonstrate Respect
3. Create Transparency
4. Right Wrongs
5. Show Loyalty

Flow from Competence
6. Deliver results
7. Get Better
8. Confront Reality
9. Clarify Expectations
10. Practice Accountability

Flow from both almost equal mix of Character and Competence:
11. Listen First
12. Keep Commitments
13. Extend Trust

Covey, 2006

Three Dimensions of Trust

See

"Paradigm Shift"

Behave

"Behavior Shift"

Speak

"Language Shift

Covey, 2006
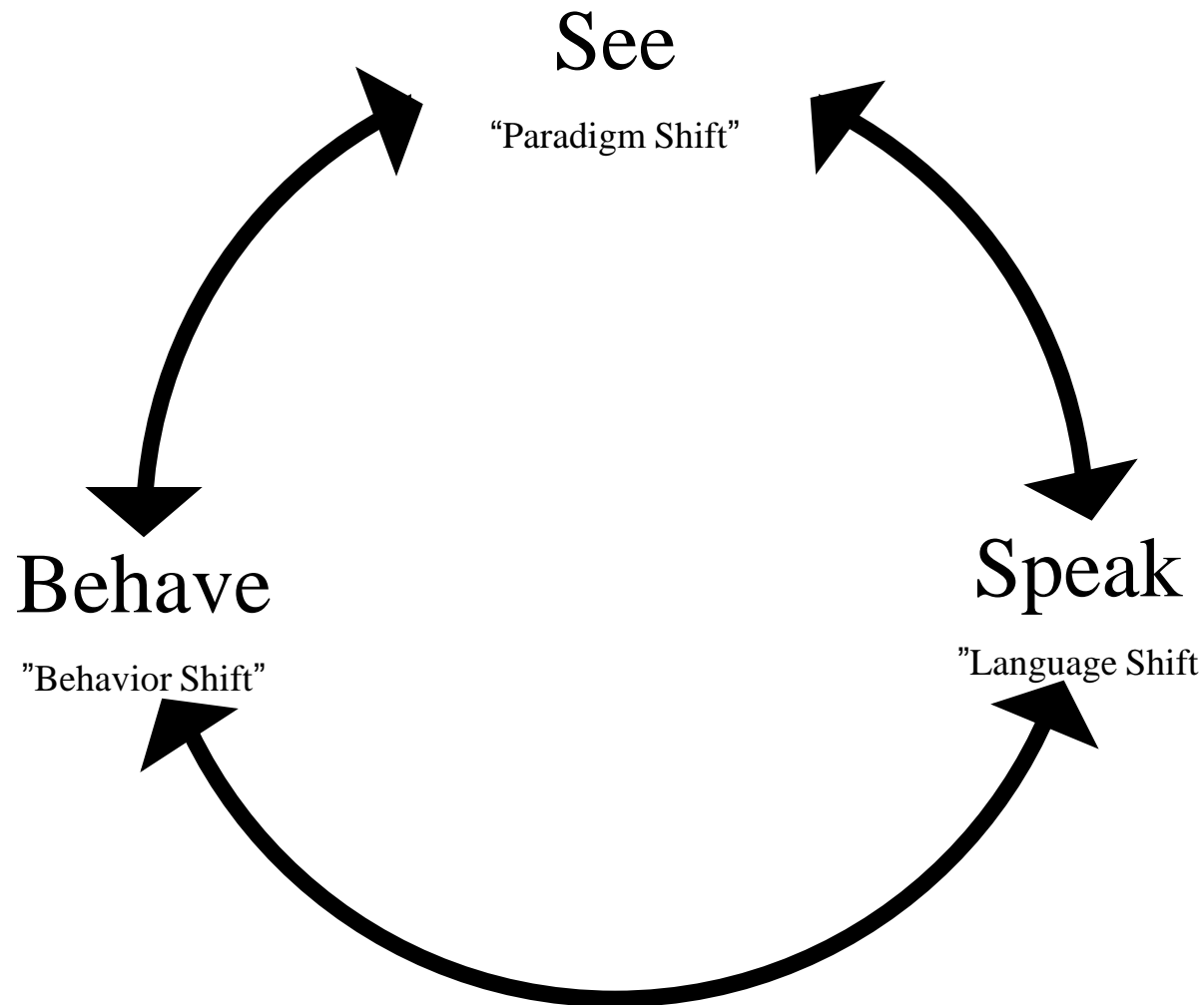
You can't talk yourself out of a problem you've behaved yourself into.

--*Stephen R. Covey (Father)*

No, but you can *behave* yourself out of a problem you've behaved yourself into…and often faster than you think!

--*Stephen M. R. Covey (Son)*

Covey, 2006

I do not believe that Mr. Jefferson ever hated me. On the contrary, I believe he always liked me…Then he wished to be President of the United States, and I stood in his way. So he did everything that he could to pull me down. But if I should quarrel with him for that, I might quarrel with every man I have had anything to do with in my life. This is human nature...I forgive all my enemies and hope they may find mercy in Heaven. Mr. Jefferson and I have grown old and retired from public life. So we are upon our ancient terms of goodwill.

John Adams

5 Waves of Trust

1. Self Trust: The key principle-***credibility***
2. Relationship Trust: The key ***principle-consistent behavior***
3. Organizational Trust: the key principle-***alignment***
4. Market Trust: The key principle-***reputation***
5. Societal Trust; The key principle-***contribution***

Covey, 2006

The 4 Cores of Credibility

1. Integrity
2. Intent
3. Capabilities
4. Results

Covey, 2006

How to Increase Your Integrity

1. Make and keep commitments to yourself.
2. Stand for something.
3. Be open.

Covey, 2006

3 Aspects of Intent

1. Motive: Motive is your reason for doing something. It's the "why" that motivates the "what."

2. Agenda: Agenda grows out of motive. It's what you intend to do or promote because of your motive.

3. Behavior: Typically, behavior is the manifestation of motive and agenda. The behavior that best creates credibility ad inspires trust is acting in the best interest of others.

Covey, 2006

Increasing Your Capabilities

1. Run with Strengths (and with Your Purpose)
2. Keep Yourself Relevant
3. Know Where You're Going

Covey, 2006

To know where you're going and to have the capabilities to get there is another way of demonstrating competence.

And that competence, coupled with character, creates a credible leader whom others will follow—not because they're forced, but because they're inspired to do so.

Covey, 2006
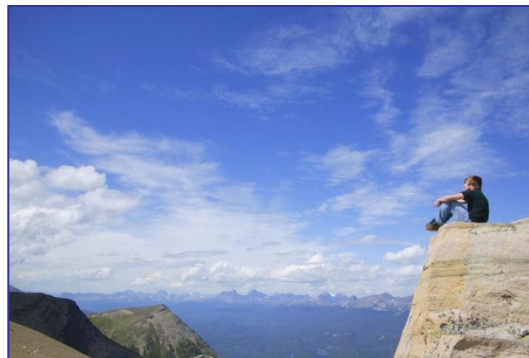
Three Key Indicators by Which People Evaluate Results

1. Past Performance
2. Current Performance
3. Anticipated Performance

Covey, 2006

The 7 Low-Trust Organizational Taxes

1. Redundancy
2. Bureaucracy
3. Politics
4. Disengagement
5. Turnover
6. Churn
7. Fraud

Covey, 2006

The 7 High-Trust Organizational Dividends

1. Increased Value
2. Accelerated Growth
3. Enhanced Innovation
4. Improved Collaboration
5. Stronger Partnering
6. Better Execution
7. Heightened Loyalty

Covey, 2006
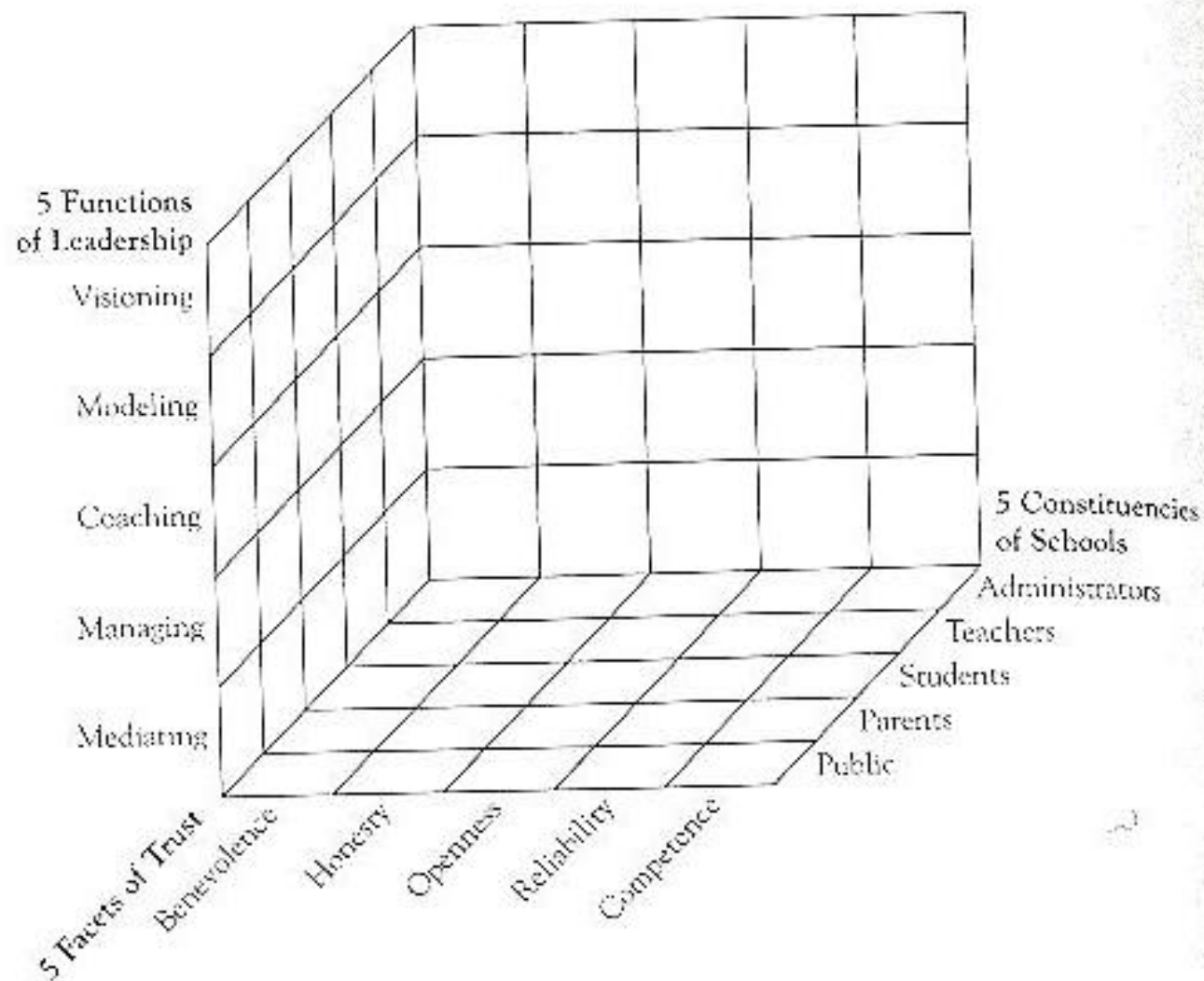
Figure 9.1. Trustworthy Leadership Matrix

Trust Matters, Tschannen-Moran, 2004

The Wichita Way

Table Talk

- Is trust important? Why?

- Name a time your high trust organization helped solve a tough problem.

- Name a time a low trust situation inhibited progress.

- What informal and formal communication strategies are you using to build trust? Which might you use?

- What is your action plan about building a high trust organization?

Habit

Covey, 1988
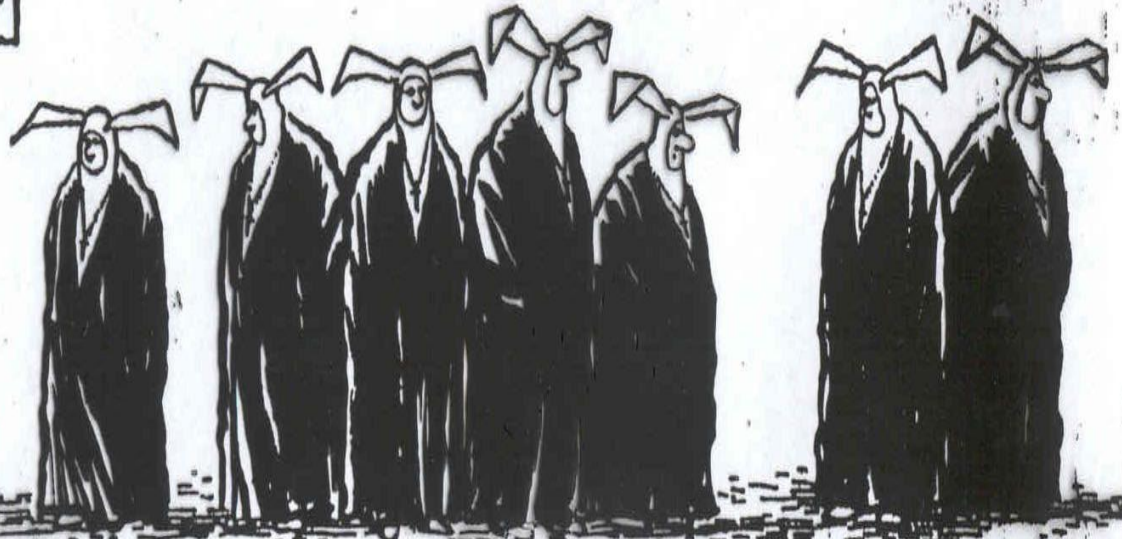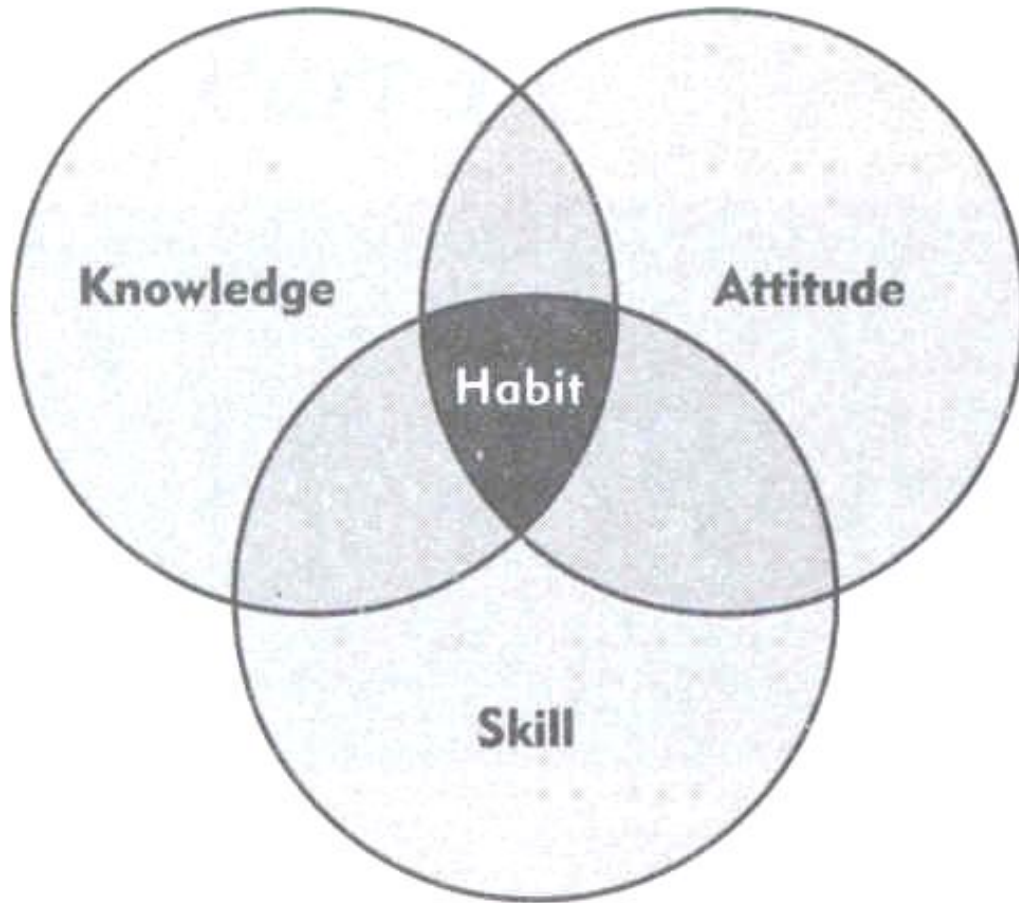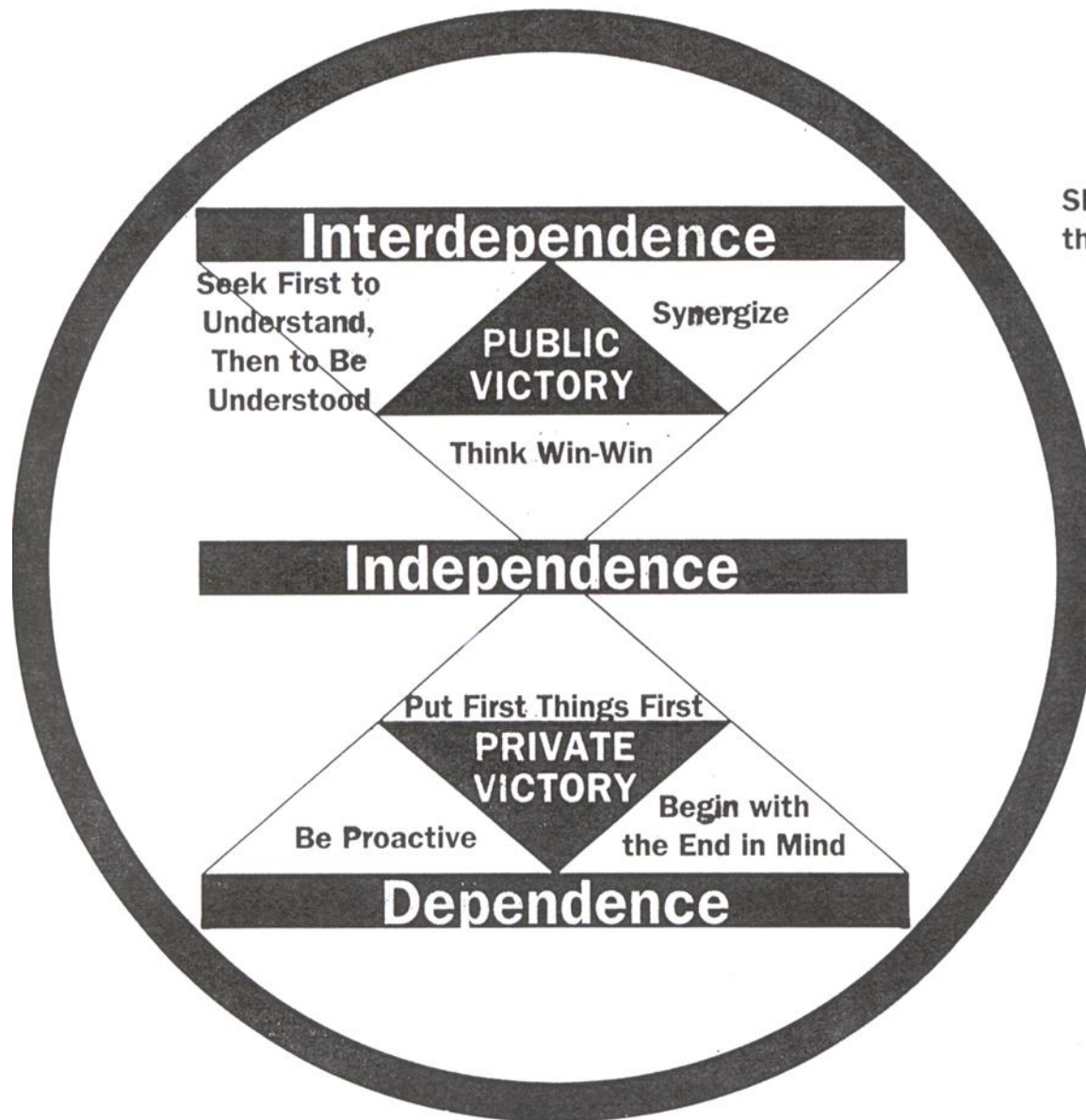
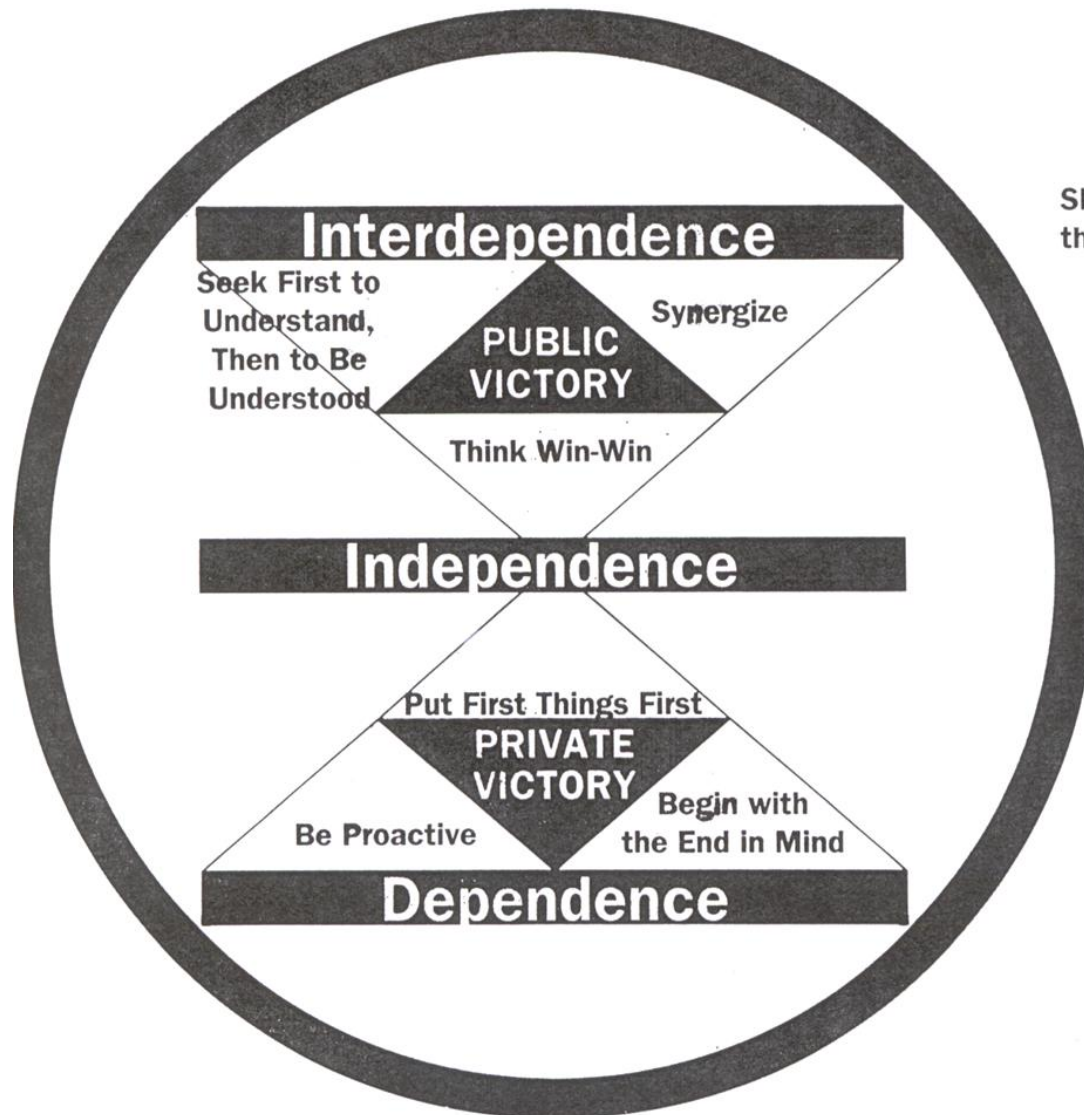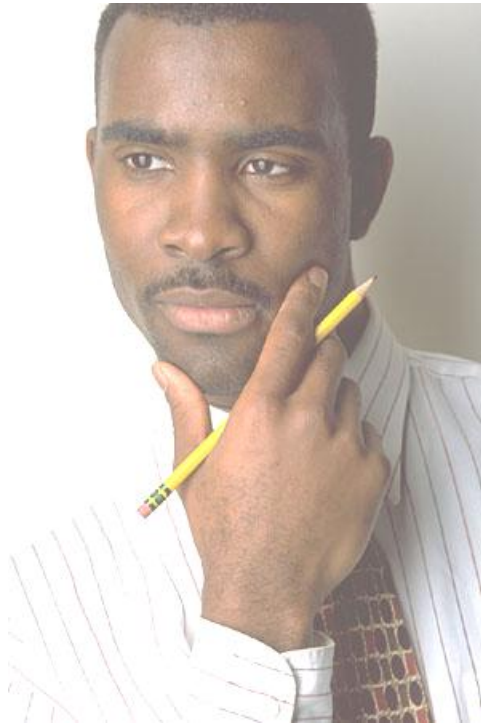# **Abraham Maslow**,

One of the fathers of modern psychology, developed a "needs hierarchy" in which he identified "self-actualization" as the highest human experience. But in his last years, he acknowledged that his peak experience was not "self-actualization" but "self-transcendence", or living for a purpose higher than self.
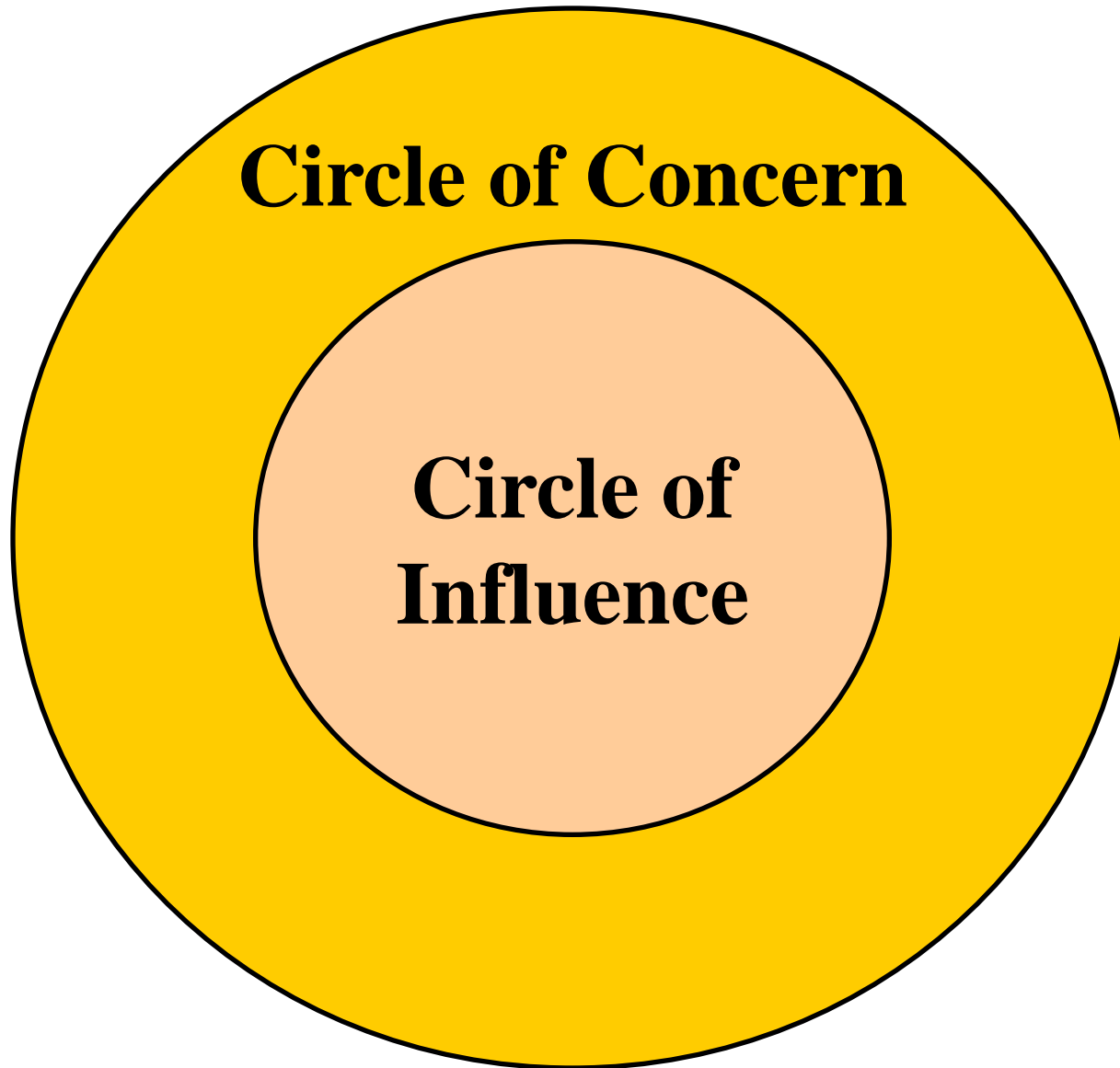
Maslow 1968

"If …one cannot change a situation that causes his suffering, he can still choose his attitude."

Viktor E. Frankl
Man's Search for Meaning,

If you're not hopelessly confused, you're out of touch! If you are hopelessly confused, then you only have one choice—
try stuff.

Orbiting is responsible creativity:

Exploring and operating beyond the "Hairball" of corporate mindset, beyond "*accepted models, patterns, or standards*"– all while remaining connected to the spirit of the corporate mission.

MacKenzie, 1996

To be fully free to create, we must first find the courage and willingness to *let go*:

Let go of the strategies that have worked for us in the past…
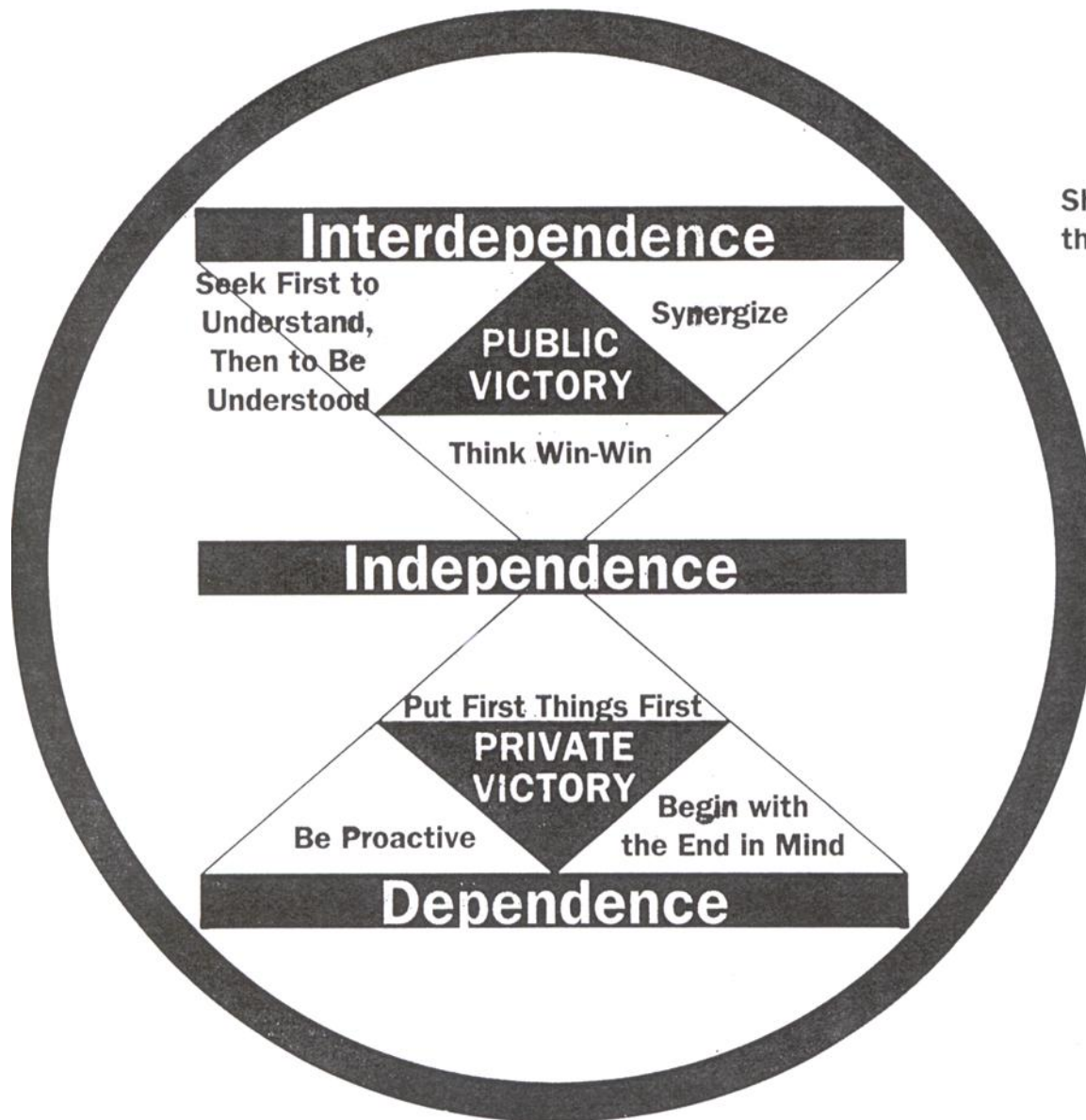
Let go of our biases, the foundation of our illusions…

Let go of our grievances, the root source of our victimhood…

Let go of our so often denied fear of being found unlovable.

If you stop letting go, your creative spirit
 will pass out.

MacKenzie, 1996

"…if you follow your bliss, you put yourself on a kind of track that has been there all the while, waiting for you, and the live you ought to be living is the one you are living." *—Joseph Campbell*

**ORBITING
IS
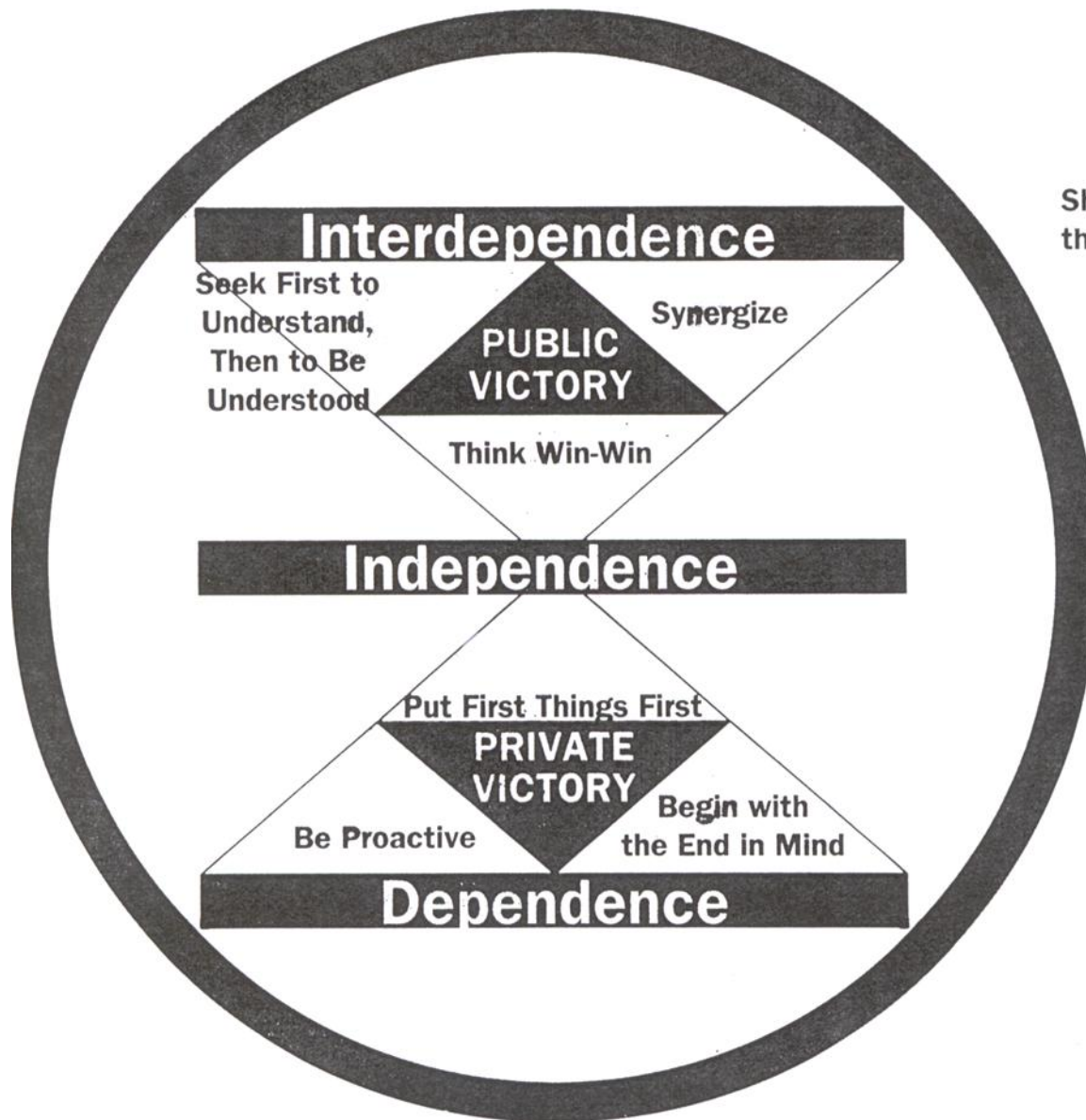FOLLOWING YOUR
BLISS.**

MacKenzie, 1996

Balance is the Key to Resiliency

Jan

Spiritual Center

FAMILY & FRIENDS

COMMUNITY & PROFESSION

Big Rocks

	Urgent	Not Urgent
Important	I	II
Not important	III	IV

The Wichita Way

Table Talk

- Why is it important to take care of your "inside work" first?

- Do you really believe that we have total control over our responses to situations?

- Why is an organizational mission statement important, or is it?

- How can you make time for the Big Rocks?